

REMARKS

This Response is being filed concurrently with a Petition under 37 C.F.R. § 1.136(a) for a one-month extension of time.

In the Office Action, claims 1-21 were rejected. More specifically,

- Claims 1-7, 8-17 and 18-21 were rejected under 35 U.S.C. §112, second paragraph, as being indefinite;
- Claims 1-7 were also rejected under 35 U.S.C. § 102(a) as being anticipated by U.S. Patent 6,167,394 (Leung), or in the alternative, under 35 U.S.C. §103(a) as being obvious in view of Leung;
- Claims 8-17 were also rejected under 35 U.S.C. §103(a) as being obvious in view of Leung and U.S. Patent Application Publication No. 2002/0133395 (Hughes); and
- Claims 18-21 were also rejected under 35 U.S.C. §103(a) as being obvious in view of Leung and Hughes.

By this amendment, Applicants have canceled claims 1-21 and added new claims 22-37. Support for the new claims may be found throughout the specification and drawings as originally filed. Upon entry of this Response, claims 22-37 are pending. For the reasons set forth hereinbelow, Applicant submits that new claims 22-37 are allowable over the references of record.

Claims 22-37

Applicant submits that independent claim 22 is not anticipated by Leung because Leung fails to disclose each and every element of claim 22. *See* MPEP §2131 (stating that a claim is

anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in the single prior art reference). More particularly, Applicant submits that Leung fails to disclose, among other things, at least one of the following limitations recited in claim 22:

- storing the communication components, templates and special processing instructions as records in a database; and
- generating a personalized communication by utilizing at least one of the special processing instructions to apply the selected communication component to one of the templates.

For similar reasons, Applicant also submits that claims 23-37, which depend from claim 22, are not anticipated by Leung.

In addition, Applicant also submits that independent claim 22 is nonobvious over the combination of Leung and Hughes because the cited references, either alone or in combination, fail to teach or suggest each and every element of claim 22. *See* MPEP §2143 (stating that one of the elements of a *prima facie* case of obviousness under §103(a) is that the prior art references must teach or suggest all the claim limitations). More particularly, Applicant submits that the combination of Leung and Hughes fail to teach or suggest, among other things, at least one of the following limitations recited in claim 22:

- storing the communication components, templates and special processing instructions as records in a database; and
- generating a personalized communication by utilizing at least one of the special processing instructions to apply the selected communication component to one of the templates.

Applicant further submits that claims 23-37, which depend from claim 22, are nonobvious over the combination of Leung and Hughes. *See* MPEP §2143.03 (stating that if an

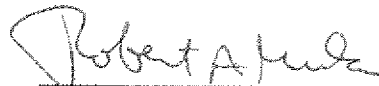
independent claim is nonobvious under §103(a), then any claim depending therefrom is nonobvious).

CONCLUSION

Applicants respectfully request a Notice of Allowance for the pending claims (i.e., 22-37) in this application. If the Examiner believes that personal communication will expedite the prosecution of this application, the Examiner is respectfully requested to contact the undersigned at the telephone number listed below.

The Commissioner is hereby authorized to charge any additional fees which may be required for this submission, or credit any overpayment, to Deposit Account No. 50-0436.

Respectfully Submitted,  
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